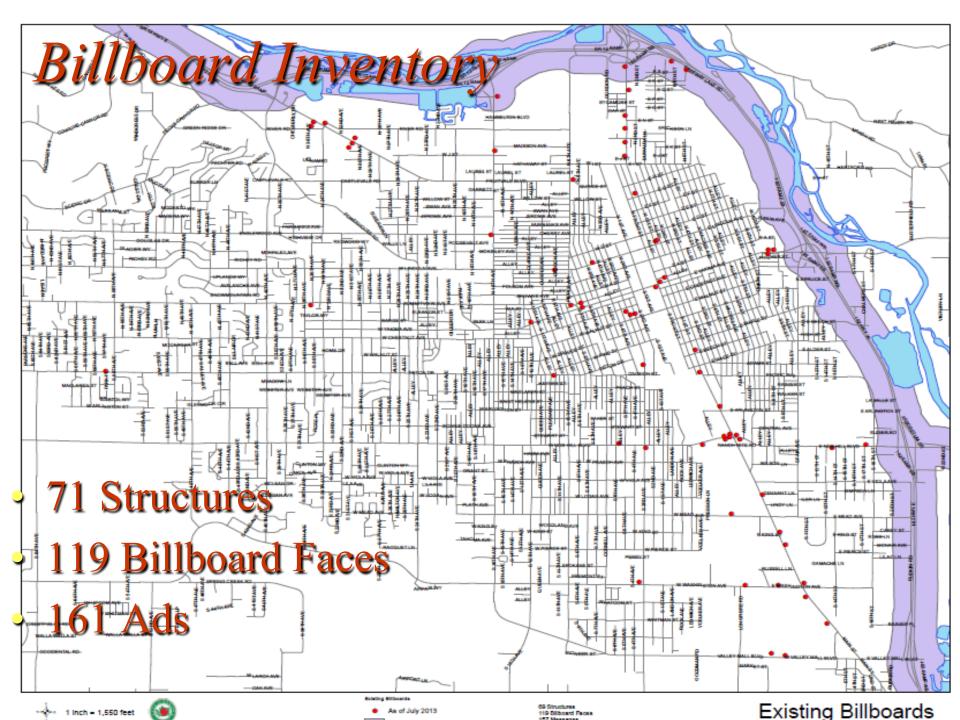
#### Billboards in Yakima— Issues for Consideration

#### Reason for Current Moratorium

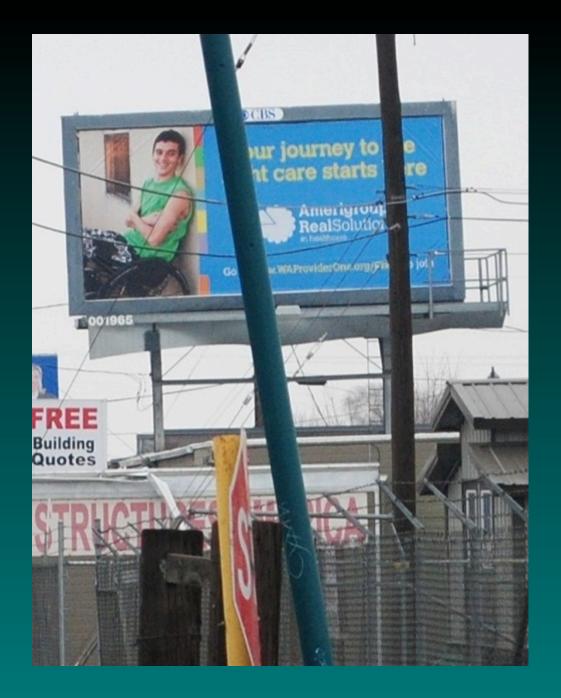
- Follow-up to Built Environment Discussion
- In response to Citizen Survey
  - Overall Appearance of Yakima 29% of citizens rate Yakima's appearance as fair to good.



## Content of Billboard Ads in Yakima:

- 6% public awareness ads
- 25% alcohol & gambling ads
- 70% non-local ads
  - Examples:

Virginia Company



#### • Oregon Casino



#### Canadian Ski Resort

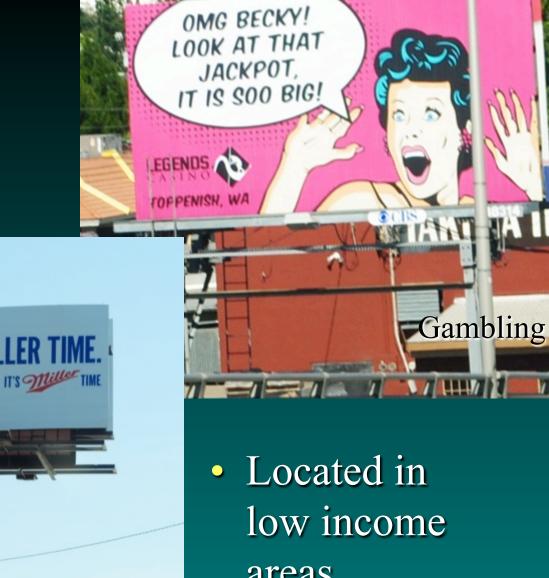


• Business in Ellensburg

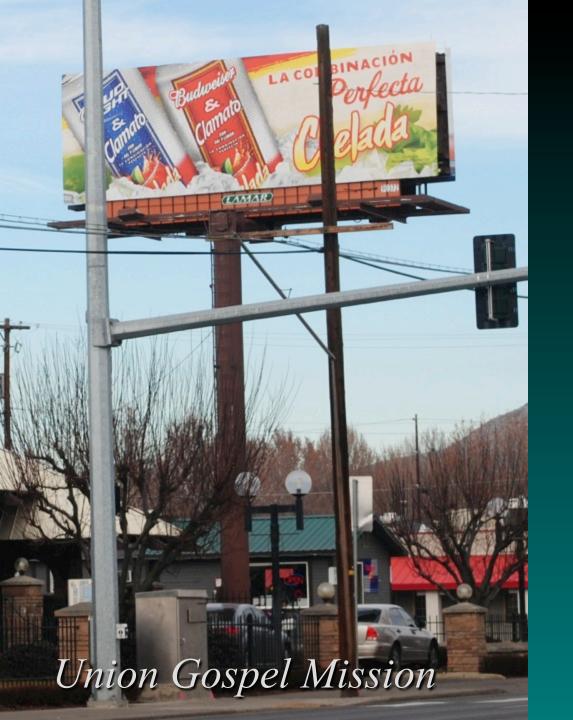


• 25% of ads are for alcohol and gambling

Alcohol



areas



# Applicability of Washington Outdoor Advertising Law?



#### Entrances to Yakima



#### Welcome to where?





#### Economic Impacts of Billboards -

- Property Values
  - Philadelphia's findings:
    - Within 500 feet of billboard
      - Decrease property value of \$30,826
    - Beyond 500 feet of billboard
      - Decrease property value of \$947 for every billboard in same census tract

#### Economic Impacts of Billboards -

- Effects on New Development
  - Federal Highway Beautification Act (HBA)
    - Safe haven for billboard industry
      - No amortization by local government allowed
    - Allows great liberties to industry
      - Clear cutting of trees allowed to retain visibility
    - Applies within 660 feet of highway
  - Fine-print Renewable Lease Provisions limit redevelopment
  - Restrictive View Easements limit new development

#### Industry Focus at State Level

- Prevailed at federal level (HBA)
- Efforts now turned to state level
  - Washington State's Scenic Vistas Act
    - Proposed amendments to allow digital billboards along highways and scenic byways
    - Lobby Efforts by Industry in 2012 & 2013
      - Senate Bill SB 5304
      - House Bill HB 1408

#### Digital Billboards

- Highly profitable
  - E.g., One digital billboard 13 messages (Valley Mall Blvd. & Longfibre Road)
  - One intersection 5 digital billboards (Nob Hill Blvd. & So. First Street)
  - Industry drive to digitize all billboards

### Digital Billboards

- Highly controversial
  - Safety
    - Swedish study finds billboards distracting to drivers.
    - Prompts removal of all digital signs in Sweden.
  - Light trespass, glare & startling motion
    - Los Angeles billboards illegally converted to digital:
    - 77 digital signs in LA shut down by court order

#### Digital Billboards

- Highly Likely in Yakima
  - Sweeping trend across nation to convert static billboards to digital
  - State under pressure to allow them along highways & scenic byways
  - HBA protection makes them more attractive to industry
  - Yakima allows them; many others don't

#### Regional Comparison

- Billboards prohibited in most eastern Washington cities, e.g.,
  - Kennewick
  - Richland
  - Pasco
  - Walla Walla
  - Wenatchee
  - Moses Lake
  - Spokane
  - Spokane Valley
  - Union Gap
  - Selah

- Option 1 Amend code to prohibit new billboards in Yakima, including new digital billboards. This would allow existing to be retained but halt the spread of additional billboards.
  - Most cities that now prohibit billboards take this approach

- Option 2 Same as Option 1, but also include an amortization clause to phase out existing billboards that are not subject to the HBA protection.
  - This is possible under the law, but would likely result in litigation nonetheless.

• Option 3 – Amend code to further restrict height, size, and/or spacing of billboards. A restricted size might be 96 square feet, and 30 feet high, and a 2,000 foot spacing between any billboards.

 Option 4 – Amend code to limit billboards to industrial zones and to prohibit billboards within 660 feet of federally funded highways.